

CEEIN Meeting Notes and Action Items

April 16, 2004

Jiminy Cricket's Environmental Challenge

1. JCEC Award Ceremony

➤ Poster/Support Materials

- Great set of information including contacts on poster
- Less information on poster & more information on support information sheets
- "Cool" giveaways and like the recycled content element
- Committee to review the sample lesson plan – possible change
 - Use another environmental example, i.e.: used oil
 - Connect the lesson to an environmental state issue, i.e.: H₂O, energy, air
- WIIFM for the sponsor

➤ Recognition

- Involvement of CEEIN members with schools/teachers
- Develop a boilerplate press release (P.R. exposure) – press kit for CEEIN to use
- Interaction at dinner – positive!
 - Continue to group kids with adults throughout the dinner/evening
- Acknowledge community partners at school announcement(s)
- Have a student give a 2-minute speech at the ceremony (kids may be shy!...was scripted in prior years)
- Prior winning teachers and the students Q & A - excellent
- Work with the teacher/school prior to the school announcement:
 - Calligraphy the student certificates prior to visit so can present in class
 - Prepare a news release, etc. to increase community awareness
- 2004 JCEC ceremony/event was the best yet
- Dinner event: utilize the students for comments vs. only one individual

➤ Marketing Elements

- Look at cost-effective ways to market JCEC
 - New conferences, i.e. C.A.B.E.
- Person-to-person contact necessary
- Open court/districts in CA – link to JCEC
 - Natural connection re: content & timing
 - Discuss how do we tap in to this – Bill can you research this idea
- CEEIN members to meet personally with superintendent of schools
- Have Jack O'Connell promote JCEC at annual conferences with County Superintendents
- Develop a video on the "how to's" of doing projects—make it easy for teachers! Throw in interviews with grand prize winning teachers
- Update existing video with new people and sound bites

➤ **Judging**

- Need ability to look at student's websites, and judge projects using alternative media: DVD, CD ROM, etc.
- The CAL/EPA media room could be available for multimedia use in judging process
- Have clarity on judging criteria and submission requirements
- Need more time to judge entries - minimum of a 3-week turnaround

➤ **Guests for the Day**

- Still some confusion this year regarding who can have guests come to Disneyland
- Guideline established in 2003 and still followed: no guests for partners during the event: CEEIN, CREEC, State Dignitaries, K-12 Alliance, etc – allows for true business purpose

➤ **2004-05 Event Dates**

- Stay clear of Earth Day (4/22)
- Look at April 28-29
- At May meeting: Janice will confirm Disney's calendar; Bill will check O'Connell's schedule

2. JCEC Environmental Education Study

- Discussion as to objective of study using JCEC & students and does that include: cognitive, attitudinal and behavioral – review what would be valid study elements
- Discussion on benchmarking other programs
 - Would this be beneficial, valuable and financially feasible
- A JCEC strategic plan and business plan will be created – initially discussed with committee
- Bill Andrews to email to all CEEIN the draft outline for the environmental education study he and Carolyn Tucker created
 - Comments back to Bill one week from today
 - May CEEIN meeting Bill & Carolyn to present their recommendation on the scope of study and impacts

3. JCEC Committee (to be clarified)

- One committee - Karen Johnson, State Chair; Kris McNamara, Disney Chair; meet each month after CEEIN meetings for 1 or 1/2 hours
 - Committee to include senior representation from each federal and state lead agency (DoE, EPA, Resources, F&A, US EPA, US FWS). Current committee:

Karen Johnson	Viola Taylor
Laurie Monserrat	Kris McNamara
Carolyn Tucker	Janice Sindoni
Andrea Lewis	
Bill Andrews	
Bill Jones	

California Environmental Education Interagency Network (CEEIN)

Friday, April 16, 2004

ACTION ITEMS

	<i>Action Item</i>	<i>Lead</i>	<i>Due Date</i>
1.	Grand Prize Winning Date for 200 potentially April 28-29 Verify Disneyland Resort calendar Verify O'Connell availability	J. Sindoni B. Andrews	5/20/04
2.	JCEC Environmental Education Send draft Scope of Work to CEEIN members Accumulate CEEIN Feedback Present Findings/Recommendations	B. Andrews B. Andrews B. Andrews/C. Tucker	5/20/04

